

# MEDIA IMPACT FUNDERS



## AIM Bulletin #21 & 22

### Insights from an impact conversation gone global:



In our [AIM Analysis](#) section, read about a trio of November gatherings that surfaced new strategies for producing and evaluating effective news, documentary, and strategic communications -- Dissection J, IDFA and our own *Crafting High Impact Environmental Media* meeting in Boulder.

### Recent resources:

In our [AIM Tools](#) section, learn about The Feedback Commons, a tool for listening and responding to those you seek to help while gaining insight from other organizations doing similar work -- as well as Popily, which allows "every single employee to quickly

discover insights buried in giant spreadsheets and databases."

Our handy [AIM Articles](#) section serves up:

- guidelines for successful funder collaborations from the David and Lucile Packard Foundation
- takeaways from Knight Foundation-funded design-thinking workshops
- NPR's plans for an empathic analytics bot
- a critique of the antiquated TV ratings system
- explorations of impact for digital journalism, documentary, and virtual reality projects

In our [AIM Research](#) section, explore approaches to developing high-impact media projects with the Tow Center for Digital Journalism's new report on what makes crowdsourcing tick, MIT's *Mapping the Intersection of Interactive Documentaries and Digital Journalism*, and the Citizen Engagement Lab's guide for nonprofits using documentary film to advance their causes.



**Plus:**

See how public broadcasting and investigative journalism dominated at this year's [Alfred I. duPont-Columbia Awards](#).

*Questions or suggestions for coverage?  
Contact MIF Research Director [Jessica Clark](#)*



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